

Please amend the claims of the patent application as follows:

1. (Currently Amended) For use over a global communications network having company nodes and constituency nodes associated therewith, an electronic commerce system comprising:

a data repository that is operable to store data files associated with said company nodes, wherein said company nodes populate respective associated data files with company information wherein each set of said company information relates to a specific company that is represented by a specific company node;

wherein at least one company node is operable to modify said company information that is stored in said data files and is operable to control when selected portions of company information in said data files are made available to said constituency nodes; and

a communications controller that is operable to (i) propagate communication interfaces accessible by said constituency nodes with selected portions of said company information under direction control of said company nodes, and (ii) gather feedback information representative of constituency response to said constituency nodes accessing said communication interfaces.

2. (Original) The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller is further operable to process said gathered feedback information and, in response thereto, modify ones of said data files.

3. (Currently Amended) The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller is further operable to analyze said gathered feedback information and ones of said data files and, in response thereto, to report results thereof to said at least one company node.

4. (Original) The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller, while gathering said feedback information, employs mathematical representations to represent at least one of constituency understanding and constituency reaction.

5. (Currently Amended) The electronic commerce system for use over a global communications network recited in Claim 1 further comprising a security controller that is operable, with respect to those data files associated with said company node, to limit access to said those data files to designated personnel of said company nodes of said at least one company node.

6. (Original) The electronic commerce system for use over a global communications network recited in Claim 5 wherein said security controller includes an interactive voice recognition controller that is operable to verify the identity of said designated personnel.

7. (Previously Presented) The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller is further operable to translate said selected portions of said company information from a first language into a second language.

8. (Previously Presented) The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller is further operable to store, index and relate associated portions of said company information in the data repository.

9. (Previously Presented) The electronic commerce system for use over a global communications network recited in Claim 1 wherein said communications controller is further operable to organize said selected portions of said company information that propagate said communication interfaces into channels accessible by said constituency nodes.

10. (Original) The electronic commerce system for use over a global communications network recited in Claim 9 wherein said channels include at least two of an overview channel, an outlook channel, a community consensus channel, a community forecast channel, a research channel, an online q&a channel, an online conference channel, a financial history channel and a newsroom channel.

11. (Currently Amended) For use over a global communications network having company nodes and constituency nodes associated therewith, a method of operating an electronic commerce system having a data repository and a communications controller, said method of operation comprising:

storing data files associated with said company nodes in said data repository, wherein said company nodes populate respective associated data files with company information wherein each set of said company information relates to a specific company that is represented by a specific company node;

modifying using at least one company node said company information that is stored in said data files;

controlling using said at least one company node when selected portions of company information in said data files are made available to said constituency nodes;

propagating communication interfaces accessible by said constituency nodes with selected portions of said company information using said communications controller under direction control of said company nodes; and

gathering feedback information with said communications controller, said feedback information representative of constituency response to said constituency nodes accessing said communication interfaces.

12. (Original) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the steps of processing said gathered feedback information and, in response thereto, modifying ones of said data files.

13. (Currently Amended) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the steps of analyzing said gathered feedback information and ones of said data files and, in response thereto, reporting results thereof to said at least one company node.

14. (Original) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the step of, while gathering said feedback information, employing mathematical representations to represent at least one of constituency understanding and constituency reaction.

15. (Currently Amended) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the step of limiting, with respect to those data files associated with said company node, access to said those data files to designated personnel of said company nodes of said at least one company node.

16. (Original) The method of operating the electronic commerce system for use over a global communications network recited in Claim 15 wherein said limiting access step further comprises the step of using an interactive voice recognition controller to verify the identity of said designated personnel.

17. (Previously Presented) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the step of translating said selected portions of said company information from a first language into a second language.

18. (Previously Presented) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the steps of storing, indexing and relating associated portions of said company information in the data repository.

19. (Previously Presented) The method of operating the electronic commerce system for use over a global communications network recited in Claim 11 further comprising the step of organizing said selected portions of said company information that propagate said communication interfaces into channels accessible by said constituency nodes.

20. (Currently Amended) For use over a global communications network having company nodes and constituency nodes associated therewith, an electronic commerce system comprising:

a data repository that is operable to store data files associated with said company nodes, wherein said company nodes populate respective associated data files with company information wherein each set of said company information relates to a specific company that is represented by a specific company node; wherein at least one company node is operable to modify said company information that is stored in said data files and is operable to control when selected portions of company information in said data files are made available to said constituency nodes; and

a communications controller that is operable to:

propagate communication interfaces accessible by said constituency nodes with selected portions of said company information under direction control of said company nodes,

gather feedback information representative of constituency response to said constituency nodes accessing said communication interfaces,

process and analyze said gathered feedback information and, in response thereto, to at least one of modify ones of said data files and report results thereof to said company node, and

limit access, with respect to those data files associated with said company node, to designated personnel of said company nodes of said at least one company node.